

ADMINISTRATIVE - INTERNAL USE ONLY

DDI-2127-74

12 July 1974

MEMORANDUM FOR: Director of Central Intelligence
FROM : Acting Deputy Director for Intelligence
SUBJECT : NID "Advertising List"

1. Last week you queried if we could carry an "advertising list" of useful intelligence products appearing on the scene.

2. We have been aware of your interest in this connection and have run such a list on a few occasions this spring. The effort has slowed down for a number of reasons:

- A precis or gist of the better memos has been actually published in the Daily itself.
- The flow of memoranda has abated somewhat this summer, making it difficult to get three or four titles to list at the same time.
- The output of other agencies is pretty thin and often received rather late, so that most of the listings would look as though we were doing commercials for the CIA product to the exclusion of the community products.
- In terms of NID readership, a lot of the community product is pretty marginal to their interest, particularly quite a bit of the DIA product.

-- One of our largest producers--OER--runs its own list in the Economic Intelligence Weekly which goes to about all the recipients of the Daily.

3. Having said all this, I am happy to report that the confluence of events this week is such that we will be running an advertising list in Monday's NID. But we probably won't be doing it as frequently as you might hope for the reasons outlined above.



25X1

PAUL V. WALSH
Acting Deputy Director
for Intelligence

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SUSPENSE

Date

Remarks: Can the NID carry an "advertising list" of pointing out ~~the~~ a few useful intel products appearing - eg a reference to that paper, an interesting OSI ~~1944~~ IM, or other (including other agency products) ? -

STAT

DCI/DDCI

7/3/74